

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Innovative Advertising LLC
Attention: Heidi Guerra
4250 Hwy 22
Suite 7
Mandeville, LA 70471

<u>Contract / Revision</u> 586611 /		<u>Alt Order #</u>
<u>Product</u> Political		
<u>Contract Dates</u> 10/27/12 - 11/06/12		<u>Estimate #</u> 1035
<u>Advertiser</u> MS Supreme Court Dst 3		<u>Original Date / Revision</u> 10/26/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-34		
		<u>Total Ratings</u> 395.10
<u>IDB#</u> 8258	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METRC	10/29/12	11/06/12	WREG-TV News 3 Daybreak 5-6am			:30				NM	7	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$250.00	3.90			
		Week: 11/05/12	11/11/12	MT-----				2	\$250.00	3.90			
N 2	METRC	10/29/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$350.00	5.30			
		Week: 11/05/12	11/11/12	MT-----				2	\$350.00	5.30			
N 3	METRC	10/29/12	11/06/12	CBS This Morning	7-9am		:30				NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$200.00	0.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$200.00	0.00			
N 4	METRC	10/29/12	11/06/12	Price Is Right	10-11am		:30				NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$225.00	0.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$225.00	0.00			
N 5	METRC	10/29/12	11/06/12	Young and the Restless	11am-Noon		:30				NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$500.00	5.70			
		Week: 11/05/12	11/11/12	MT-----				2	\$500.00	5.70			
N 6	METRC	10/29/12	11/05/12	CBS Daytime	12:30-3pm		:30				NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$250.00	3.10			
		Week: 11/05/12	11/11/12	M-----				1	\$250.00	3.10			
N 7	METRC	10/29/12	11/05/12	Inside Edition/Jeopardy	3-4pm		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$600.00	4.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	METRC	10/29/12-11/04/12	Inside Edition/Jeopardy	3-4pm	MTuWThF----	:30		\$600.00	4.00	NM		
			<u>Credited</u>										
		Week: 11/05/12	11/11/12	M-----				1	\$600.00	4.00			
N 8	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
586611 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/12 - 11/06/12	Political	1035

<u>Advertiser</u>	<u>Original Date / Revision</u>
MS Supreme Court Dst 3	10/26/12 / 10/31/12

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$300.00 6.80 Week: 11/05/12 11/11/12 M----- 1 \$300.00 6.80													
N 9	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 530pm	News at 530pm (M		:30				NM	1	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M-W-F-- 4 \$900.00 6.70 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 METRC 10/29/12-11/04/12 WREG-TV News 3 @ 530pm News at 530pm (MM--W--F---- :30 \$900.00 6.70 NM See MG 9.7 3 METRC 10/29/12-11/04/12 WREG-TV News 3 @ 530pm News at 530pm (MM--W--F---- :30 \$900.00 6.70 NM See MG 9.7 4 METRC 10/29/12-11/04/12 WREG-TV News 3 @ 530pm News at 530pm (MM--W--F---- :30 \$900.00 6.70 NM See MG 9.7 5 METRC 10/29/12-11/04/12 WREG-TV News 3 @ 530pm News at 530pm (MM--W--F---- :30 \$900.00 6.70 NM See MG 9.7 7 METRC 10/29/12-10/29/12 WREG-TV News 3 @ 530pm News at 530pm (MM----- :30 \$4,500.00 6.70 NM Ⓜ MG for 9.6,9.5,9.4,9.3,9.2 Week: 11/05/12 11/11/12 M----- 1 \$900.00 6.70 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 6 METRC 11/05/12-11/11/12 WREG-TV News 3 @ 530pm News at 530pm (MM----- :30 \$900.00 6.70 NM See MG 9.7													
N 10	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	6	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$450.00 6.90 Week: 11/05/12 11/11/12 M----- 1 \$450.00 6.90													
N 11	METRC	10/29/12	11/05/12	Entertainment Tonight	6:30-7pm		:30				NM	6	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$550.00 5.60 Week: 11/05/12 11/11/12 M----- 1 \$550.00 5.60													
N 20	METRC	10/29/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	6	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$500.00 6.20 Week: 11/05/12 11/11/12 M----- 1 \$500.00 6.20													
N 21	METRC	10/29/12	11/05/12	Late Late Show	11:35pm-12:37am		:30				NM	6	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 5 \$75.00 0.60 Week: 11/05/12 11/11/12 M----- 1 \$75.00 0.60													
N 22	METRC	10/29/12	11/05/12	Monday Prime	7-8pm		:30				NM	2	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,750.00 3.70 Week: 11/05/12 11/11/12 M----- 1 \$1,750.00 3.70													
N 23	METRC	10/29/12	11/05/12	Monday Prime	8-9pm		:30				NM	2	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,750.00 4.80 Week: 11/05/12 11/11/12 M----- 1 \$1,750.00 4.80													
N 24	METRC	10/29/12	11/05/12	Monday Prime	9-10pm		:30				NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$1,000.00 6.00 Week: 11/05/12 11/11/12 M----- 1 \$1,000.00 6.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 METRC 11/05/12-11/11/12 Monday Prime 9-10pm M----- :30 \$1,000.00 6.00 NM Credited													

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Contract Dates	Product	Estimate #
10/27/12 - 11/06/12	Political	1035

Advertiser	Original Date / Revision
MS Supreme Court Dist 3	10/26/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 25	METRC	10/30/12	10/30/12	Tuesday Prime	7-8pm		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$3,000.00	8.00			
N 26	METRC	10/31/12	10/31/12	Wednesday Prime	7-8pm		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,000.00	4.90			
N 27	METRC	11/01/12	11/01/12	Thursday Prime	7-8pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,500.00	6.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	METRC	10/29/12-11/04/12	Thursday Prime	7-8pm	----Th-----	:30		\$1,500.00	6.40	NM		
				Credited									
N 28	METRC	11/01/12	11/01/12	Thursday Prime	8-9pm		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$900.00	6.00			
N 29	METRC	11/01/12	11/01/12	Thursday Prime	9-10pm		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$900.00	5.30			
N 31	METRC	10/27/12	11/03/12	News Channel 3 Daybreak	6-9am		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$450.00	4.70			
Week:		10/29/12	11/04/12	-----S-				1	\$450.00	4.70			
N 34	METRC	10/28/12	11/04/12	WREG-YV News 3 Daybreak 6-8am			:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$450.00	5.00			
Week:		10/29/12	11/04/12	-----S				1	\$450.00	5.00			
N 35	METRC	10/27/12	11/03/12	NCAA Football	230p-6p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$2,000.00	9.50			
Week:		10/29/12	11/04/12	-----S-				2	\$2,000.00	9.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	METRC	10/29/12-11/04/12	NCAA Football	230p-6p	-----Sa--	:30		\$2,000.00	9.50	NM		
				Credited									
	3	METRC	10/29/12-11/04/12	NCAA Football	230p-6p	-----Sa--	:30		\$2,000.00	9.50	NM		
				Credited									
N 36	METRC	10/28/12	11/04/12	NFL Football (Early)	12n-315p		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,000.00	6.40			
Week:		10/29/12	11/04/12	-----S				1	\$2,000.00	6.40			
N 37	METRC	11/03/12	11/03/12	NCAA Football	230p-6p		:30				NM	1	\$7,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$7,100.00	0.00			
Totals										395.10		94	\$60,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	4	\$4,900.00	\$4,165.00
10/29/12 - 11/06/12	90	\$55,725.00	\$47,366.25
Totals	94	\$60,625.00	\$51,531.25

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